

Illinois
Hatchery

STATE
APPROVED

HELM'S *Egg
Line* CHICKS



The **ILLINOIS HATCHERY**
METROPOLIS ILLINOIS

Awards to Our Customers in National Chick Growing Contests Indicate the High Quality of Helm's Egg-Line Chicks

***Both the American Poultry Journal Contests for 1934
Were Won by Our Customers***

FIRST PRIZE in American Poultry Journal Egg-Laying Contest was won by Mrs. John Carl of Bridgeport with our chickens. In addition, seven other customers won in this contest. This means that eight of the total 50 prizes went to our customers. This was for the entire U. S. and only one first prize was offered. No breeder or other seller of chicks made a record that equaled this.

FIRST PRIZE in the American Poultry Journal Chick-Raising Contest for 1934 was also won by our chicks. Mr. Cartier of Oak Hill, Florida, was the winner.

FIRST PRIZE in the Tribune Chick-Raising Contest for the entire U. S. was won by our chicks in 1932, by F. R. Cozzens of Ohio.

SECOND PRIZE in the Tribune Chick-Raising Contest for the entire U. S. was won by our customer, J. E. McClure of Kentucky, in 1931.

SECOND PRIZE in the American Poultry Journal Chick-Raising Contest was also won by our chicks in 1933.

FIRST PRIZE in 1935 Tribune Chick-Raising Contest was won by our customer for the Central Division. Also third prize.

FIRST PRIZE in 1935 Tribune Chick-Raising Contest was won by one of our customers for the Southeast Division.

Also SECOND PRIZE in this Division was won by our customer.

18% of all prizes offered in the Tribune Contest for 1933 were won by our customers.

14% of all prizes offered in the American Poultry Journal Chick Raising Contest for 1933 were won by our customers.

16% of all awards in the 1934 American Poultry Journal Egg Contest were won by our customers.

29 awards in the 1934 Tribune Chick-Raising Contest went to our customers.

Total of Awards Won in These Contests by Our Customers in the Past 4 Years:

1931		7
1932		12
1933		33
1934		32

84 awards

totaling \$2450, won by our customers in four years, establishes a record for the health and livability of our chicks unequaled by any other strain, so far as we have been able to ascertain.

Raised 99 Out of 103

Penna., 1-30-34.

Dear Mr. Helm:

My chickens are laying about 65% at the present time and are in wonderful condition. I have had chicks from a number of places but never before did I get the results like I did from my present lot of Leghorns and White Rocks purchased from you. I raised 99 out of the 103 day-old chicks received, sold all of my cockerels and my customers were highly pleased with them, and the 51 pullets left are wonderful producers.

I have recommended and shall continue to recommend you to prospective chick buyers for I know they will not be disappointed in buying chicks from you.

Yours sincerely,
Edward C. Mangus.

Our Chicks Survive Sub-Zero Weather While Others Succumb

Dear Mr. Helm:

I wish to remark a great deal of goodness for the shipment of 200 AAA White Leghorn chicks received Feb. 23, 1934.

You see we have had a record in weather here in Long Island, reaching 16 below zero. I now have had them 10 days. I have lost seven in all—that includes three that came dead. A friend of mine got 300 chicks the same day from somewhere. He lost 147 to date. He told me today, and that is what made me write and comment upon the wonderful lively chicks you sent me.

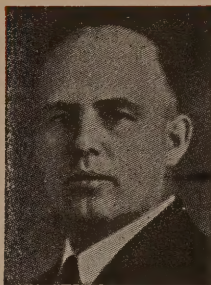
Wm. J. Gray,

For Years We Have Shipped Thousands of Chicks to New York

Dear Mr. Helm:

I received my order for 300 R. I. Red chicks yesterday noon and was very much pleased with them. They came through fine—not a one dead.
Mrs. William Gaston.

Helm's Policy — High Quality Chicks at Economy Prices



H. C. Helm

I STARTED as a Poultry Breeder years ago. In those days, I believed that only the small breeder could produce the best quality of stock. It was impossible, I thought, to produce high quality in volume. But, I soon found that a small breeding plant with a small output, must charge high prices or lose money. In addition, a small breeding plant is handicapped by the lack of proper equipment and well-planned, well-organized methods of breed improvement.

How differently Illinois Hatchery is operated today! Actual experience gradually changed all of my ideas. First, I introduced high quality breeding stock from the best trapnest-pedigree strains. I found that the only way in which this could be done economically, was to operate on a larger scale. Otherwise, the additional cost per chick of the best quality breeding would be more than the practical poultry raiser could pay. So I increased our volume to spread the cost over a larger number of chicks.

This change in our policy to the best quality breeding stock and a larger volume of operations was noticed immediately by our customers. Our chicks began to improve rapidly in quality. In the next two or three years our chick quality improved more than in all previous years put together.

So, I was convinced that we were on the right track.

Larger Volume Lowered Prices

The next step came by itself. With larger volume, we found our costs of production were reduced all along the line, because we were hatching more chicks from the same number of hens.

Therefore, we adopted Economy Prices as part of our policy.

From that day to this, we have depended

upon a large volume of sales for our total profit. Our profit per 100 chicks is insignificant. When you buy Helm's Egg-Line Chicks you are getting your full money's worth almost dollar for dollar in better breeding, better incubation, better selection of breeding stock, rigid health safeguards, in addition to all of the true economy of volume production.

Advertising Helps to Reduce Prices

Our modest advertising program has been another big factor which has helped us to reduce chick costs. When we supplied chicks to nearby customers only, our hatching season was very short because most of our local customers are farmers who want their chicks in March, April and May.

By advertising, we have been able to get a great deal of early broiler business as well as commercial egg farm sales. This has enabled us to hatch at greater capacity from January 1st to July 1st.

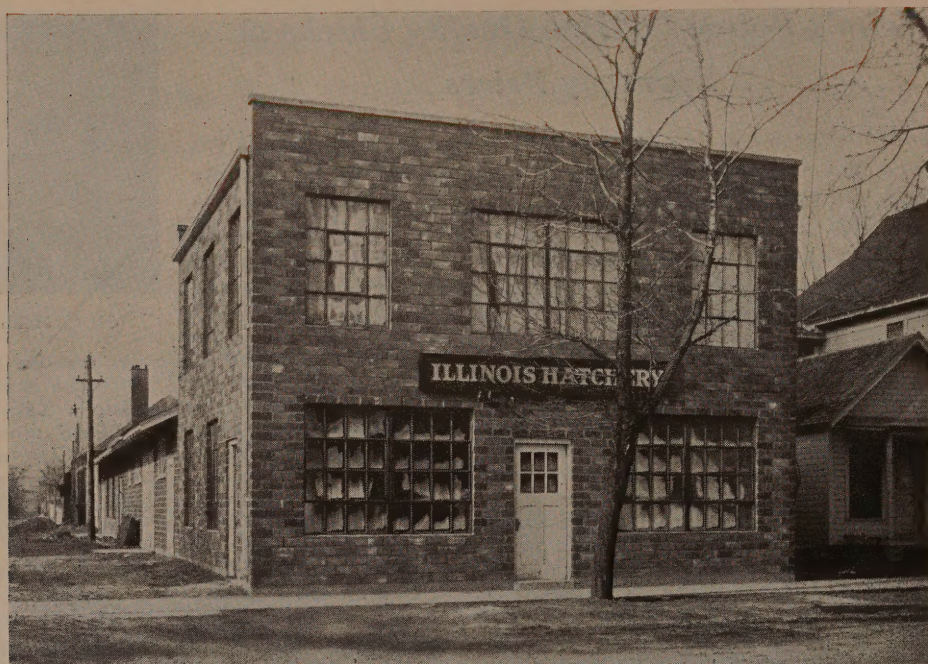
Thus, our breeding costs and other expenses are spread out over a larger number of chicks.

Our policy was developed gradually as a result of sound experience. And because it is sound, it enables us to render every customer a distinct service by supplying well bred chicks from America's finest egg strains at genuine Economy Prices.



Herbert, Jr.

Marilyn Ann



This photo shows our Hatchery Building. The Mammoth Smith Incubators are located on the first floor. Our office is on the second floor. To the left, but not shown in the photo, is our warehouse where supplies are stored until needed during the busy season. The small frame building at the right is the original building where Illinois Hatchery started.

Helm's Illinois Hatchery

One of the Oldest Established Hatcheries in the U. S.

OUR HATCHERY is not a show place designed to impress visitors. It is a practical, efficient plant located close to good shipping facilities which enable us to give good service to every customer.

Helm's Illinois Hatchery is equipped with the most modern incubators and complete up-to-date equipment. All equipment is regularly inspected and kept in first class condition by incubator experts from the Smith Incubator Company.

The serviceman from this company reported, after his inspection of our plant last fall, that Illinois Hatchery was one of the most modern and best equipped hatcheries in the country.

Sanitation

Illinois Hatchery is kept continuously in the most sanitary condition. Floors, incubators and all equipment are disinfected regularly. We buy formaldehyde by the barrel and use it liberally in disinfecting all incubators and buildings. We

believe that this strict sanitation is the reason why we have never had any trouble with disease or fungus at Illinois Hatchery.

You can depend upon every chick we produce being hatched under the most sanitary conditions.

Our Business Is a Year Around Business

Our business of producing high quality baby chicks is a year around job with us. The actual hatching of Helm's Egg-Line Chicks is only one step in our program. During the Summer and Fall, we devote our entire time to improving the breeding and health qualities of the stock.

Financial References

We refer you to Dun and Bradstreet or the First National Bank of Metropolis.

As a Hatcheryman

We refer you to the Poultry Division of the Illinois Department of Agriculture, Springfield, Ill., or to the Poultry Dept., College of Agriculture, Urbana, Ill.

"The most effective way of improving conditions in the Poultry Industry is to * * enable the farmers to make more money out of poultry by selling them chicks from hatcheries that use R. O. P. Males."—Dr. Morley A. Jull, Senior Poultryman U. S. Department of Agriculture.



We select our Contest Hens from the same matings that supply you with chicks.

All of our Contest Hens are selected from the Foundation Matings—the same matings which supply our customers with chicks. Much of the breeding in these matings, and especially the Males, comes direct from the best Trapnest-Pedigree Strains in the country. There are very few Matings in the country, either Hatcheries or Breeding Farms, which have better quality, as proven by our Official Contest Winnings in competition with leading strains.

Photo at left shows some of the more than 500 awards, cups and ribbons won by our birds for high egg production and egg size.

High Official Records in Egg-Laying Contests

PROVE the Value of Our Breeding Program

SINCE 1927-28, we have entered a few pens of our birds each year in the Egg Laying Contest. During this period our stock has proven that it was equal to that of the best egg-bred strains in America.

The following is a list of positions of our pens at the end of each contest year:

- 1927-28—First Pen of White Leghorns (Ill. Contest)
- 1928-29—Highest Brown Leghorn Pen in U. S.
- 1929-30—Third and Fifth Pen, White Leghorns (Ill. Contest)
- 1930-31—First White Minorca Pen in all U. S. Contests for that year. First White Leghorn Pen, all Contests U. S.
- 1931-32—Second White Leghorn Pen (Ill. Contest)
- 1932-33—Championship Leghorn Pen, all 5-bird contests U. S. High Buff Rock Pen (Ill. Contest)
- 1933-34—Fifth Leghorn Pen (Ill. Contest)
- 1934-35—First and Second White Leghorn Pens to date (Ill. Contest)

More Than 500 Awards, Cups and Ribbons

During the seven years our pens have won more than 500 official certificates, cups and ribbons for high egg production in the Egg

Laying Contests. These awards range all the way from championship cups for the highest pen average for the entire year's lay to individual monthly certificates for the best laying hens.

High Record Pens

Our highest pen records in official Egg Laying Contests were made in three consecutive years.

In 1930-31, our high pen of 5 White Leghorns laid 1477 eggs, averaging 295.4 eggs per bird. In 1931-32, our high pen laid 1445 eggs, averaging 289 eggs per bird. In 1932-33, we had the highest White Leghorn pen at Illinois as well as the champion pen in the U. S. for all 5-bird pen contests. This pen laid 1413 eggs for an average of 282.6 eggs per bird.

All Contest Birds Used for Breeding

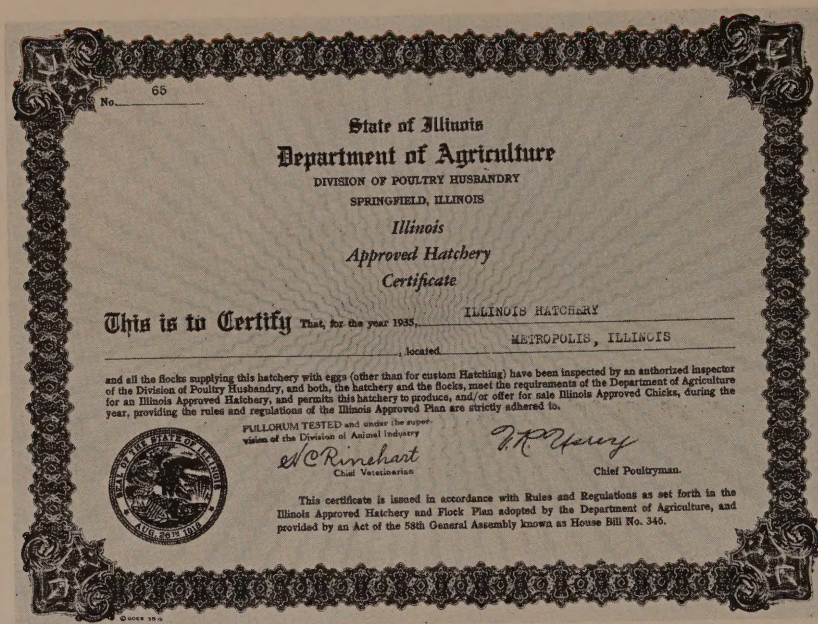
We do not buy our contest pens from trapnest-pedigree breeders, but select them right out of the same matings which supply you with chicks. Neither do we sell our high official record hens, as is so often done. We retain them in our own matings and use a great many of their sons for breeding purposes.

State of Illinois
Department of Agriculture
Springfield

Dear Mr. Helm:

In going over the records of the Illinois Egg Laying Contest, I want to congratulate you on the consistent laying of your birds. I have inspected your birds in the present contest and these birds are all in fine condition and should give a good account of themselves.

V. R. Usery,
Chief Poultryman.



FIRST NATIONAL BANK Metropolis, Illinois

This is to certify that the Illinois Hatchery is a reliable hatchery, established at Metropolis, Illinois, and has for a number of years been engaged in the production of baby chicks which they have been shipping to various parts of the United States and Canada.

We wish to especially recommend the manager, Mr. Herbert C. Helm, as one who is competent to produce chicks of the highest quality. He enjoys the reputation of being a man of his word, honest, and upright in his dealings. Anyone may feel safe in entrusting his order for chicks with this hatchery and feel that he will receive exactly what is promised.

Henry J. Humma,
President First National Bank.

POULTRY TRIBUNE Mt. Morris, Illinois

Dear Mr. Helm:

It gives us pleasure to advise you that we have carried your advertising for some time, and have always found you reliable and an accommodating firm to do business with.

The fact that we have never had a complaint from any of our readers against you, would tend to indicate that your service to them is prompt and satisfactory.

Wishing you continued success, we are,

Cordially yours,
Poultry Tribune Company
V. F. Thompson, Adv. Dept.

SUCCESSFUL FARMING

Dear Mr. Helm:

We are very glad to tell you that during all the years we have carried your hatchery advertising in Successful Farming our records do not show a single complaint from our subscribers.

We believe this splendid record not only speaks for the excellent quality of baby chicks which you have sold to our subscribers, but also for the good reputation you have established for your hatchery.

Sincerely yours,
Successful Farming
R. C. Ferguson, Advertising Dept.

The White Leghorn chicks you sent me last year are the finest Leghorns I have ever had. They are entirely satisfactory in every way. They lay good, are large, and lay large eggs. It is a pleasure to raise your chicks.

Mrs. Rosa Edwards, Va.

I have certainly been satisfied with the chicks I have received from you and every one that sees them thinks they are very good. I now have White Minorca hens two years old that weigh 6 and 7 lbs. and are still laying good.

John Burge, Niles, Mich.

Our Breeding Improvement Program

Based on Known Quality Males

THE BREEDING FLOCKS which supply our eggs for hatching were established from 12 to 17 years ago from the best strains available. We purchased pedigreed eggs for hatching almost entirely at first because we insisted upon big egg size and we wanted to be sure that our breeding males came from good big eggs.

The stock raised from these eggs for hatching, both males and females, were used for improvement purposes and to establish new breeding flocks entirely.

We have always made it a practice to obtain large shipments of eggs from these breeders in order that we could spread these improved bloodlines through all matings.

In addition to eggs for hatching, we purchased hundreds of pedigreed males from trapnested hens with known egg records and known egg size.

The above describes our early method of flock improvement which rapidly improved the quality of our chicks.

How We Select a Strain for Improvement Purposes

We make it our business to study all of the good production bred strains in the United States. We breed for all around quality and not just one or two points.

In order to illustrate the care we use in selecting strains we list below the R. O. P. records of one of the strains which we are using this year, as follows:

Average Egg Production—231 eggs per bird

Average Egg Weight—25.9 oz. per dozen

Average Body Weight—6.3 lbs. per pullet

Per Cent Qualified for R. O. P.—61.8%

Pullorum Clean from B. W. D. for 11 years

Livability of Laying Pullets—94% for entire year

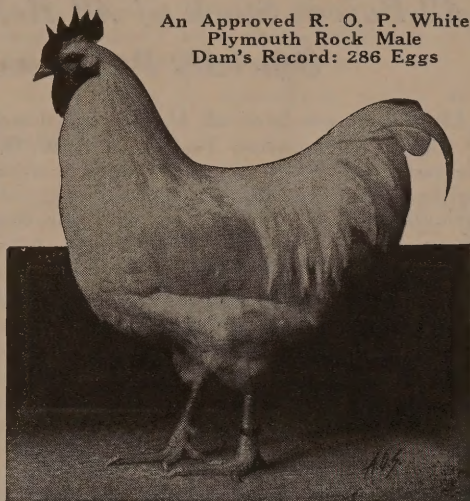
8-yr. Livability Record, Official—92.2%

In this record, which covers the year 1934, we have without question one of the leading strains in the United States for all-around quality.

In addition to the record for 1934, we have those covering each year since 1929. In addition, we examined the birds of this strain personally and found that they had nice full breasts, good sturdy bone, nice type and rich red color.

These are some of the reasons why we selected some of the following strains for breeding improvement in this season's matings:

BREED	STRAIN
S. C. White Leghorns	Coombs-Hollywood R.O.P.
White Rocks	Ernest Rutter's Strain of N. H.
Barred Rocks	Bishop R.O.P.
White Wyandottes	Comfort R.O.P.
S. C. R. I. Reds	Homestead R.O.P.
Buff Orpingtons	Bosley's Official Record



An Approved R. O. P. White
Plymouth Rock Male
Dam's Record: 286 Eggs

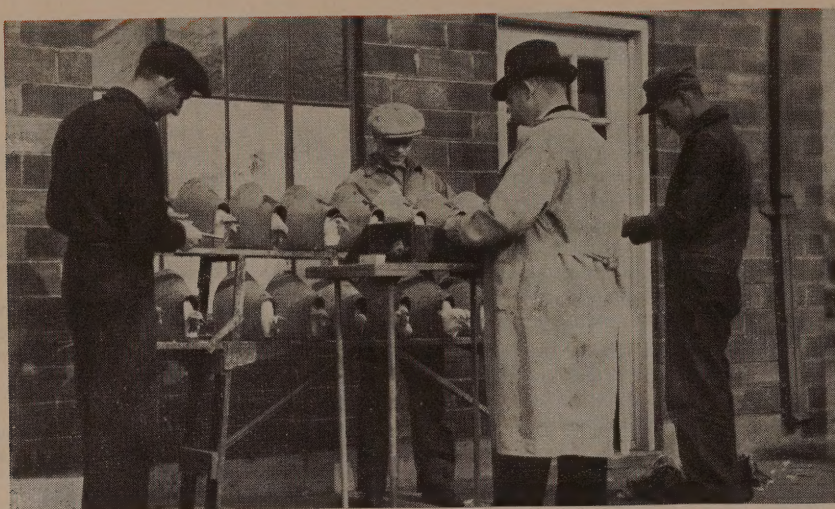
We select the best Pedigree-Trapnest Strains on the basis of all-around quality, high livability, egg production, egg size, weight and type.

No Inbreeding

We do not inbreed. We use our new bloodlines in the Foundation Matings and spread this blood gradually through all matings.

Careful records are kept so that inbreeding is avoided. We depend entirely upon inheritance breeding for high egg production with high vitality.

Please refer to each breed for an exact description of improvement in each breed.



The above photo was especially posed to show the method used in Official Pullorum Testing for B. W. D. at Illinois Hatchery.

All Parent Stock of All Helm's Egg-Line Chicks — 100% Officially Pullorum Tested for B. W. D.

ALL parent stock of all Helm's Egg-Line Chicks is Pullorum Tested for B. W. D. The testing work is done by official testers qualified by the Illinois Department of Agriculture, Poultry Division, who use the Official Stained Antigen Method as prescribed by the State Department.

Whenever a reactor is found, no matter how doubtful, it is promptly removed from the flock and sent to market. All testing

for this season was done between September 15th and December 31st. These are our Pullorum testing dates for each season and this is the third consecutive season in which all birds which supply our eggs for hatching have successfully passed the Stained Antigen Test for B. W. D.

New Blood Introduced from Officially Tested Strains

In introducing new bloodlines into our matings one of the important considerations in selecting these strains is that they have been tested for B. W. D. and have a good record in this respect.

The following strains are tested for B. W. D. (Pullorum disease). This Bishop R. O. P. strain has been tested for 11 years by the Connecticut Official Test without a reactor. The Homestead R. O. P. strain has a similar record. In White Rocks, Ernest Rutter has had his stock tested without a single reactor for three years by the New Hampshire Official Test. The Comfort strain is also Pullorum clean and the Coombs strain has been Pullorum tested for six consecutive years.

An Approved R. O. P. Single
Comb Rhode Island Red
Dam's Record: 228 Eggs
Egg Weight: 27.2 oz.



The Red Male at the left is a Homestead Strain Male. This strain has been Pullorum clean from B. W. D. (no reactors) for 11 consecutive years.

All Stock Which We Use For Breeding Is

Illinois State Approved

ALL BREEDING STOCK which supplies our eggs for hatching is officially approved by Mr. Harry Horsfall, an Official State Poultry Inspector for the Illinois Department of Agriculture. Mr. Horsfall has been the assistant superintendent of the Illinois State Poultry Show for years. This is one of the largest poultry shows in America. In judging birds for state approval Mr. Horsfall is strictly a production judge and stresses vigor and laying ability combined with standard quality. He has been inspecting for us for seven years.

All breeding birds are legbanded with sealed legbands furnished by the Department of Agriculture. These legbands are placed on the birds by the Official Inspector at the time he judges and handles each bird.

Our selection of breeding birds is very rigid and some of the good qualities you



Every breeder is officially approved and legbanded with a State Department of Agriculture band similar to the one illustrated above.

obtain in Helm's Egg-Line Chicks are the result of our years of careful selection of stock.

All birds are selected for good breed type and good plumage color. This work is not done haphazardly but carefully and painstakingly. We have repeatedly shown breeding stock to leading poultry judges who have complimented us on fine quality.

We insist upon good full breasts and straight breast bones in breeding birds.

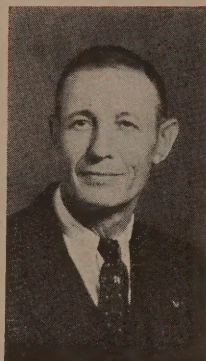
One of the faults of many production bred strains, especially in heavy breeds, is slab-breasts, which we eliminate.

Another item not usually found in ordinary selection is good sturdy bone and shanks. If you will notice the shanks of the birds shown in the photos of this catalog, you will note this sturdy bone character right straight through. The reason for selecting stock for this point is that sturdy boned stock is usually very vigorous. A small shank or a shriveled shank is an indication of physical weakness.

In addition to the above points each breeding bird is selected for good strong headpoints, broad backs, good depth of body and good width of feather.

Egg production characteristics are judged by well sprung ribs, vigorous healthy appearance, a pliable soft skin, a good abdomen and good width between the pelvic bones and keel bone.

We never have a mating until we are satisfied with the appearance of every bird in it. In his inspection work, Mr. Horsfall is just as strict because he knows that we want to keep our quality very high.



Harry Horsfall



100% of Helm's Egg-Line Chicks are hatched from State Approved Parent Stock

An Approved R. O. P. Male
Barred Plymouth Rock
Dam's Record: 249 Eggs



Body Weights

When you order Plymouth Rock Chicks you expect them to mature into birds of Plymouth Rock body weights. The same principle applies to all heavy breeds. When you raise Helm's Egg-Line Chicks you can depend upon them being from stock with good standard body weights. (See weight table, page 16.)

In Leghorns, we select good solid heavy birds which average above standard weights. Many of our Leghorn hens weigh over 5 pounds per bird.

This Barred Rock Male and the 100 others were purchased direct from the R. Walter Bishop Strain of Connecticut.

Breeding Flocks Carefully Mated

We have had years of experience in making up matings in all breeds of poultry.

Under no circumstances do we mate up flocks by just dumping a bunch of male birds in the flock for the sole purpose of getting fertile eggs.

We pick our males carefully and rigidly. Each lot is selected especially to mate with certain females. In this respect, we believe we have some of the choicest flock matings in the United States—not only in appearance but in egg breeding as well.

We are very careful not to inbreed. Even where males are used which are from the same strain as the females, we select them from unrelated or distantly related families.

Here is another point to consider, and that is that our selection and official approval work is planned and organized. No part of this program is left to chance. During the Summer, we keep notes on the breeding flocks. Selection and approval starts promptly in the Fall and is carried right through until we finish it.

With choice breeding stock of exceptionally fine appearance and the high quality breeding which is described on the following pages, we believe that you will find that Helm's Egg-Line Chicks will meet your expectations on every point.

Interior view of a straw loft laying house. This type of house is ideal for the Northern States because inside temperatures are usually comfortable for the layers.



Have Your Brooder House Ready When Chicks Arrive



Wingbanding Pedigreed Chicks at Illinois Hatchery. Above chicks are hatched from 20 R. O. P. and Official Contest hens with egg records from 256 to 314. We have over 300 R. O. P. and pedigreed males in our Leghorn matings besides hundreds of sons of R. O. P. matings.

High Livability — Care of Breeding Birds — Sanitation of Farms

THE best trapnest-pedigree breeders breed their strains for high livability by the progeny test method. That is, they select their breeding males from hens which are tested for producing pedigreed chicks with high livability or low mortality. In addition, they further select these breeding hens on the livability records of their daughters in the laying house.

We are especially careful about this point in selecting the strains which we use for improvement purposes and the R. O. P. strains from which we purchased more than 500 R. O. P. males this year have fine livability records. The livability records for pullets in the laying houses for a full year period run from 88% to 94%. We consider that a good vigorous strain should have a livability record of 85% or above in large flocks of trapnested pullets and somewhat higher than this in small flocks.

The R. O. P. Male at the right is one of those we purchased from the Comfort Strain. Mrs. Comfort has without question one of the finest R. O. P. White Wyandotte Strains in America.

Care of Breeding Birds

The breeding birds which supply our eggs for hatching are housed in good houses and are well cared for as to feeding and sanitation. We do not follow the same

An Approved R. O. P. Male White Wyandotte
Dam's Record: 240 Eggs





An R. O. P. Sired Female hatched last Spring from some of our 244 to 323 egg R. O. P. Males. We find that Barred Rocks are very hard to photograph, usually appearing darker than they really are.

spells, which are dreaded by poultrymen in other sections, clean and refresh our soil.

Our flock owners are the best type of poultrymen and interested in poultry improvement work. We have flock owners who devote nearly all of their time to poultry and who are really high type of poultry breeders.

We have selected our flock owners carefully and nearly all of them have been with us for ten years or longer.

We do not believe there is a better group of poultry flock owners in the U. S. and because they have been part of the Illinois Hatchery organization for years, we have been able to carry on our poultry improvement work on a constructive, planned basis.

Ours Developed Faster and Laid Sooner

The pullets I raised from your chicks are certainly fine. They developed and laid much earlier than the rest of my flock, which shows that your chicks come from a high production, early developing strain. The cockerels also developed earlier than the other lot.

Mrs. Robert Mather, Ohio.

Wins Championship Over All Breeds

Out of a dozen entries in White Rocks at the County 4-H Show, I got 1st on my cockerel and 2nd on pullet, receiving cup for one year for Champion over all breeds. If I can win for two more years, the cup is mine. If I buy chicks this year I will surely buy from you.

Yours truly,
Woodrow Miller.

methods of feeding with all breeding flocks because heavy breeds require different methods than the Leghorns.

But in all cases we do insist upon high fertility and high hatchability of eggs. These two factors indicate that the correctness of the feeding methods and management are very necessary to produce strong, vigorous chicks.

Sanitation of Farms

The soil around Metropolis is very sandy and hilly. It is well known for its fine peaches, apples, pears and pecans. This light soil and the hilly country is ideal for poultry from a sanitation standpoint. Water seldom stands on the ground after a rain but runs off quickly or is absorbed, carrying contamination with it. Thus, long rainy





An interior view of one of the homes of one of the Foundation Flocks which supply eggs for hatching Helm's Egg-Line Chicks. We purchased the R. O. P. Males shown in the photo from the Coombs Strain, 251 to 328 eggs. The females shown are R. O. P. sired from 251 to 311 egg males for several generations back.

HELM'S S. C. WHITE LEGHORN CHICKS

Our White Leghorn Matings contain over 300 R. O. P. Approved Males and Males from Official Record Hens and from R. O. P. Hens with Official known trapnest records from 251-328 eggs, Coombs-Hollywood Strain.

THE breeding back of these R. O. P. males consists of five to 16 generations of trapnest records 250 eggs and up. Last season we obtained 127 pedigreed approved R. O. P. males, pure Coombs-Hollywood strain. The dams of these males have records from 251 to 300 eggs; the sires, 285 to 312 eggs. These males are now 2 years old.

For this season, we obtained in addition 118 pedigreed approved R. O. P. males direct from the Coombs-Hollywood R. O. P. strain. Their dams' records are from 251 to 328 eggs and their sires' from 290 eggs to 335 eggs.

These R. O. P. males are all registered in the office of the Kansas R. O. P. Association at Manhattan, Kansas. See sample pedigree on page 14.

In addition to these R. O. P. males from the Coombs strain we have over 100 very fine pedigreed males which were hatched and wingbanded from 300 pedigreed hens of the W. E. Pyles Pure Hollywood strain with the following trapnest records which were made under R. O. P. supervision or in official egg laying contests.

Coombs Poultry Farm
Sedgwick, Kansas
Nov. 15, 1934

Dear Mr. Helm:
The complete pedigrees for the 118 Approved R. O. P. Cockerels purchased this year are enclosed. The R. O. P. Approval Certificates will be mailed to you from the Secretary's office soon. I believe we have sold you more of our R. O. P. Males and eggs for hatching than any other Hatcheryman. You must have some very good quality flocks.
Eustace Coombs.

Hen No.	Egg Record
1288	273
1437	276
1188	265
391	264
1112	262
1183	267
1136	268
1086	263
1193	268
1262	271
480	264
1323	271
291	264
1366	267

Our Leghorns Are Big — Standard Weight or Over

Approved R. O. P. Male S. C.
White Leghorn
See Certificate at right



The third lot of males are wingbanded from trapnested eggs which were laid in our own trapnest pens by our egg laying contest hens with official records of 260 to 314 eggs. These wingbanded males are sired by approved R. O. P. males with dams' records of 290 to 300 eggs; sires' dams', 295 to 328 eggs.

Breeding of Females

Helm's Egg-Line Chicks are hatched from three groups of females. The flock matings

KANSAS R. O. P. BREEDERS ASS'N. Cockerel Approval Certificate

Wingband: D 4 D 1117 R. O. P. Band 26
Breed: S. C. White Leghorn
Dam Production: 328 Eggs
Sire's Dam's Production: 302 Eggs
Bred by J. O. Coombs & Son

This is to certify that, the above mentioned Cockerel has been inspected, his breeding checked and has been banded as an

Approved R. O. P. Cockerel

Signed: L. B. Stank, Pres.

Signed: M. A. Seaton, Sec'y-Treas.

in each group were established years ago from such strains as Tancred, Tom Barron, Hollywood and other famous strains.

Each year, these flock matings have been improved by the introduction of the best bloodlines obtainable. We have bought improvement eggs from Coombs as many as fifteen thousand in a single season.

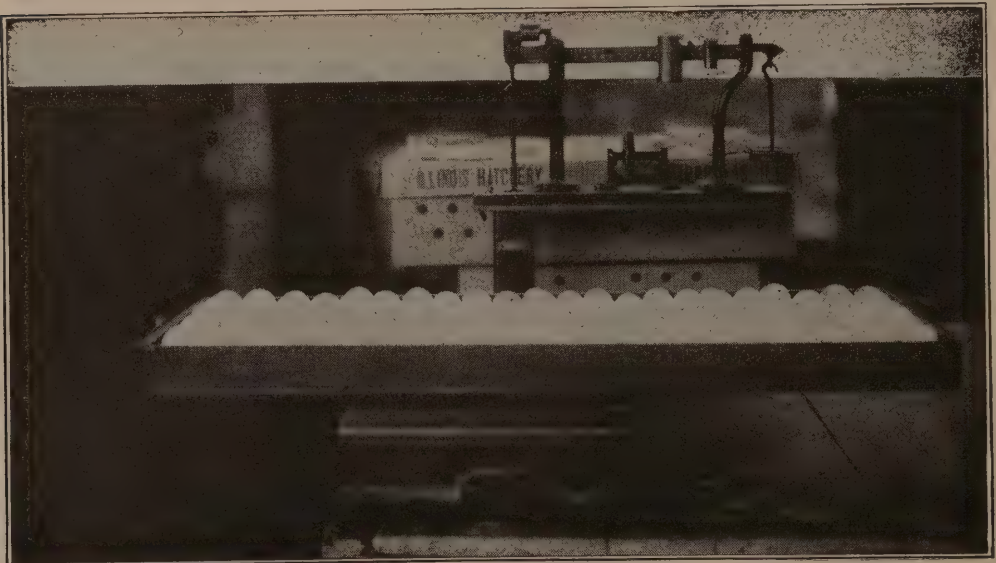
Four years ago, we purchased pedigreed eggs direct from the Coombs R. O. P. strain which were sired by 250 to 300 egg males.

The stock raised from these R. O. P. sired eggs was introduced into the Foundation Leghorn matings.

In the same manner, females raised from pedigreed eggs from W. E. Pyles Hollywood from 250 eggs and up, were blended with these matings.

The third group of females are R. O. P. sired from 250 to 311 eggs.

A tray full of Leghorn eggs averaging to weigh over 26 ounces per dozen. All our eggs for hatching average 25 ounces or above per dozen.



SEXED CHICKS—PUREBRED—90% ACCURACY GUARANTEED

DAY-OLD PULLETS

		25	50	100	300	500	1,000
White Leghorns -----	A	\$4.85	\$ 9.25	\$17.50	\$51.75	\$86.00	\$170.00
Brown Leghorns -----	AA	\$5.25	\$10.00	\$19.00	\$56.25	\$93.50	\$185.00
Buff Leghorns, Anconas -----	AAA	\$6.50	\$12.90	\$25.80	\$76.50	\$127.50	\$253.00
Barred Rocks, Reds -----	A	\$4.10	\$7.70	\$14.40	\$42.90	\$71.00	\$140.00
White and Buff Rocks, White -----	AA	\$4.45	\$8.45	\$15.90	\$47.40	\$78.50	\$155.00
Wyandottes, Buff Orpingtons -----	AAA	\$5.10	\$9.70	\$18.40	\$54.90	\$91.00	\$180.00

PRICES ON DAY-OLD COCKERELS

A-Quality Matings—	100	500	1,000
Barred, White and Buff Rocks, Reds, White			
Wyandottes, Buff Orpingtons -----	\$11.40	\$56.00	\$110.00

AA MATINGS—	\$ 3.95 per 25
Desirable for	\$ 7.20 per 50
Breeders—including	\$13.40 per 100
White Leghorns and Anconas	\$26.50 per 200

ALL SPECIAL—	\$ 4.45 per 25
Foundation Mating	\$ 8.45 per 50
Including White Leghorns	\$15.90 per 100
Anconas and Minorcas	\$31.50 per 200

WRITE FOR SPECIAL QUOTATIONS ON WHITE LEGHORN COCKERELS—A-QUALITY

“AAA” SPECIAL FOUNDATION MATING

	25	50	100	500	1000
S .C. White Leghorns	3.73	7.45	13.90	68.00	135.00
S. C. Brown Leghorns					
S. C. Buff Leghorns					
S.C.Sheppard's Anconas					
Barred Plymouth Rocks	3.73	7.45	13.90	68.00	135.00
S. C. Rhode Island Reds					
Buff Plymouth Rocks					
White Plymouth Rocks					
Golden Buff Orpingtons					
R. C. White Wyandottes	3.73	7.45	13.90	68.00	135.00
Golden Buff Minorcas					
White Minorcas					
Black Minorcas					
Light Brahmas	3.98	7.95	14.90	73.00	145.00
Blue Andalusians					
Jersey White Giants	4.23	8.45	15.90	78.00	155.00

“A” QUALITY CHICKS

Strong, Healthy Chicks from Purebred Standard State Accredited Flocks

	25	50	100	500	1000
White Leghorns	2.23	4.45	7.90	39.00	78.00
Brown Leghorns					
Anconas					
Barred Rocks	2.23	4.45	7.90	39.00	78.00
S. C. Rhode Island Reds					
White Rocks					
Buff Rocks					
Buff Minorcas	2.23	4.45	7.90	39.00	78.00
White Minorcas					
White Wyandottes					

ORDER BLANK

Date
Chicks
Wanted

ILLINOIS HATCHERY

HERBERT C. HELM

Metropolis, Illinois

Amt.
Enclosed

\$-----

NAME-----

R. F. D. or STREET-----

CITY-----STATE-----

No. Desired	Kind of Chicks Wanted	Quality or Grade as AA or AAA	Price
-----	-----	-----	-----
-----	-----	-----	-----
-----	-----	-----	-----
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Compliance Certificate No. 728 U. S. Hatchery Code.

DO YOU want us to enter you in the Chick Raising Contest?-----

NOTE—Where possible name a second choice. This will often enable us to make quicker shipment. ORDER EARLY!

Second Choice----- Third Choice-----

(Where did you see our Ad or hear of Our Chicks?)

REMARKS:

—ORDER EARLY—To Insure Getting Chicks When Wanted!—

ILLINOIS HATCHERY

CODE NO. 728

METROPOLIS, ILLINOIS

1935 Chick Prices

\$1.00 will book your order. You may send the balance 10 days before shipping or we will ship C. O. D. for the remainder.

WE PAY THE POSTAGE—Even when shipping C. O. D., we pay the postage but we do not pay the C. O. D. fee.

We INSURE 100% LIVE DELIVERY—The new code does not permit any chick seller to include any extras. We will promptly refund in cash or replace any chicks dead on arrival.

ILLINOIS OFFICIALLY PULLORUM TESTED for BWD. (Stained Antigen test—last test fall of 1934 under Supervision State Veterinary Dept.—All reactors removed.

STATE APPROVED—Under supervision of Illinois Dept. of Agriculture. Eighth year to be approved by State. (Formerly called Standard Accredited).

“AA” SUPERIOR QUALITY MATING

	25	50	100	500	1000
S. C. White Leghorns	3.20	5.45	9.90	48.00	95.00
S. C. Brown Leghorns					
S. C. Buff Leghorns					
S.C.Shæppard's Anconas					
Barred Plymouth Rocks	3.20	5.45	9.90	48.00	95.00
S. C. Rhode Island Reds					
Buff Plymouth Rocks					
White Plymouth Rocks					
Golden Buff Orpingtons					
R. C. White Wyandottes	3.20	5.45	9.90	48.00	95.00
Golden Buff Minorcas					
White Minorcas					
Black Minorcas					
Blue Andalusians	3.23	6.45	11.90	58.00	115.00
Light Brahmas					
Jersey White Giants	3.48	6.95	12.90	63.00	125.00
All heavy breeds. Our selection.	2.23	4.45	7.90	39.00	78.00
All or any breeds. Our selection.	1.98	3.95	6.90	34.50	68.00



127 R. O. P. Approved Males, pure Coombs Hollywood Strain. Dam's records, 251 to 300 eggs. Sire's Dam's, 285 to 312 eggs. These males are now two years old. We obtained 118 approved R. O. P. direct from the Coombs strain this season.

This description will give you a complete picture of the breeding back of the dams of Helm's Egg-Line Chicks for this season.

Please bear in mind that these females which have been introduced into the Leghorn matings every year have from five to 16 generations of pedigreed-trapnested sires back of them.

Hens and Early Hatched Pullets

We use only fully matured stock for breeding purposes. A large proportion of each Leghorn mating consists of old hens 2 to 4 years old. In addition, early hatched pullets from the best matings or from trapnest-pedigree strains are used for replacement stock each year.

Body Weights

We use only big, heavy females for breeding purposes. We select pullets which weigh $3\frac{1}{2}$ pounds or above and hens which weigh $4\frac{1}{2}$ pounds or above. Many of our hens weigh 5 pounds and over. We believe that these Leghorn females will average very close to one half pound overweight.

Egg Size

Repeated check weighings of eggs during the past season resulted in an average egg weight of $25\frac{1}{2}$ ounces per dozen. These eggs were not selected but picked at random just before setting. We believe this weight may be considered average for all our Leghorn eggs set. Many of our Leghorn eggs weigh up to 28 ounces, and no eggs are set which average less than 24 ounces. All eggs are selected for shape and texture, as well as size. You can depend upon every chick being from a good, well-shaped, white egg.

Our Leghorn Breeding Has Proved Its Quality Officially

The Leghorn pens which we enter in the official egg laying contests are selected from the same Foundation AAA Matings which supply chicks to our customers.

For six years our Leghorn pens finished in first, second or third place in the contests in which they were entered. And they have been in competition with the pens from many of the leading trapnest breeders in the U. S. Our Leghorn pens in the 1935 Illinois Contest are in first and second position. A photo of our championship Leghorn pen appears on pages 16 and 17.

Official Record Hen
304 Eggs
Bred and owned by
H. C. Helm



Helm's Egg-Line Chicks are Bred for Good All-Around Quality

OFFICIAL INSPECTION

Reasonable Prices Dependable Service

BIG BODY WEIGHTS

ALL breeding stock which we use to supply eggs for hatching is carefully selected for body weights according to the standard for each breed below. In Leghorns and Anconas we select stock which averages above these body weights.

When you raise Plymouth Rocks, Wyandottes, Orpingtons, Reds, Minorcas or Giants—you expect stock with good standard body weights and not "pony type" birds. That is the kind of parent stock your chicks will come from if you order Helm's Egg-Line Chicks.

We are very strict about body weights in all breeding stock.

Table of Standard Body Weights

All Breeding Birds Are Selected for Good Body Size as Indicated Below

Breed	(Body Weights in Pounds)			
	Pullets	Hens	Cockerels	Cocks
Anconas	3½	4½	4½	5½
Leghorns	3½	4	4½	5½
White Minorcas	5½	6½	6½	8
Wyandottes . .	5½	6½	7½	8½
R. I. Reds . . .	5½	6½	7½	8½
Buff Minorcas .	6½	7½	7½	9
Plymouth Rocks	6	7½	8	9½
Buff Orpingtons	7	8	8½	10
Jersey Giants .	8	10	11	13

Note: Our Leghorns are of the large type and average heavier than the standard.

Big Egg Size, Good Egg Color, Good Shell Texture and Good Shape

Every egg which we use for setting purposes is individually inspected before setting. A very large proportion of our eggs weigh from 25 to 28 ounces and the average weight by repeated check weighings over the entire hatching period last year was 25½ ounces per dozen.

Also we do not use thin shelled eggs or odd shaped eggs for hatching purposes.

You can depend upon every chick from us being from a carefully selected egg for size, color, texture and shape.



CHAMPION WHITE LEGHORN PEN, ILLINOIS EGG LAYING CONTEST, 1933
The Official Record of each hen in the foreground is 310, 286, 285, 281, 251.
Official Average, 282 Eggs per Bird.
The Records for our Winning Pen in 1931 were 313, 304, 301, 297 and 255—
totaling 1470.

Years of Improvement for Eggs from Carefully Selected Trapnest-Pedigree Strains

The Matings which supply our eggs for hatching were established years ago from the best Egg Bred Strains. We have made a long and careful study of all the more important Egg Bred Strains in America. We have constantly improved our stock by the purchase of hatching eggs and mature males in the best strains available. The breeding of Helm's Egg-Line Chicks represent from 12 to 17 years of conscientious breeding improvement.

608 APPROVED R. O. P. MALES FROM 200 TO 328 EGG HENS
For this present season, we have 608 approved R. O. P. males from 200 to 328 egg dams which laid eggs which averaged 24 ounces or more for their entire first year of lay. These males are from strains and breeding recognized by all poultry authorities to be outstandingly well-bred strains. Where else can you obtain breeding such as we offer you in Helm's Egg-Line Chicks? And at such reasonable prices?

HIGH LIVABILITY of Chicks and Layers

EVERY R. O. P. Strain selected for our breeding improvement work is bred for high livability of chicks and layers by the Progeny Test Method. That is, careful records are kept on pedigreed chicks during the brooding period. Those hens which produce strong chicks that live are retained for breeding pens. Also livability records are kept on daughters of these hens during their first laying year.

All of our R. O. P. breeding males are hatched from old hens from 2 to 7 years old which have proven their longevity by living. Many of our R. O. P. males are now 2 and 3 years old and they too have proven their vigor.

High Fertility and Hatchability of Eggs

We keep careful records on every mating on the fertility of eggs as well as their hatchability. We do not use eggs for hatching unless they give us good high records. Strong fertility and hatchability of eggs is good evidence that the parent stock is vigorous and also that the chicks will be strong.

All Parent Stock Selected for Vigor

We select breeding stock for good full breasts, wide backs, sturdy bone and strong head points. Each bird is handled and judged individually for good vigorous appearance. Our inspections are very rigid on these points and years of experience have taught us how to select strong vigorous stock. We do not inbreed. All stock is carefully mated to avoid inbreeding.

All Parent Stock Officially Pullorum Tested for B. W. D. and Officially Illinois State Approved

Every bird we use for breeding purposes is Pullorum tested for B. W. D. by the Official State Test of Illinois. If any reactors are found they are removed immediately from the flock and marketed. We do not hatch any chicks from untested stock.

All breeding birds are State Approved by a qualified State Poultry Inspector for health and vigor, body weight, type, color and freedom from standard disqualifications.

Why not save money every year by raising Helm's Egg-Line Chicks? You get genuine high quality breeding at the lowest possible prices.



Comfort R. O. P. Strain



Dam's Record, 240 Eggs

Bishop R. O. P. Strain



Dam's Record, 249 Eggs

Rutter R. O. P. Strain



Dam's Record, 286 Eggs

Official Record Hen



313 Eggs, Official

Homestead R. O. P. Strain



Dam's Record, 247 Eggs

Coombs R. O. P. Strain



Dam's Record, 328 Eggs

CHAMPIONSHIP CUP
Won by Helm's Leghorns
Illinois Egg Laying Contest



We breed the wide barred type of Barred Rock because they are stronger in vitality and good layers.

HELM'S BARRED PLYMOUTH ROCK CHICKS

Foundation Matings headed by 115 Approved R. O. P. Males, 200 to 249 Eggs, and Pedigreed Males, 244 to 323 Eggs

WE established the original Barred Rock matings to produce Helm's Egg-Line Barred Rock chicks direct from the Parks Bred-to-Lay strain. We made extensive purchases of both stock and eggs for several years and were one of the first to

to be associated with the most vigorous production-bred strains. We select all breeding stock for standard body weights, yellow legs, good strong head points, body type, sturdy bone and uniform barrings.

In selecting trapnested strains for improvement purposes, we have been careful to obtain stock from those which are bred for quick feathering.

The Bishop strain of Barred Rocks has tested Pullorum clean for seven consecutive years by the Connecticut Official Test.

The above breeding represents the best known Barred Rock breeding in the United States and Helm's Egg-Line Chicks bring it to your farm at money-saving prices.

Dear Mr. Helm:

Dec. 1st, 1934

The 101 Approved Barred Rock Cockerels which I shipped to you are from Dams with R. O. P. records of 200 to 249. The pedigrees are enclosed. You will find good all around R. O. P. breeding quality in these birds, including good type and color as well as egg production, egg size, body size and quick feathering.

R. Walter Bishop.

secure a registered permit from Mr. Parks to advertise his strain name.

We have improved our Barred Rock breeding intensively for years from the best trapnest-pedigree strains. Two years ago, we purchased a large number of males direct from the Fitting Trapnest Breeding Farm. Last year we introduced a number of pedigreed males from dams with records from 244 to 323.

For this season, we purchased 101 approved R. O. P. males from R. Walter Bishop of Connecticut.

With this mating, established and improved for years with the best stock obtainable, we believe that Helm's Egg-Line Barred Rock Chicks offer you breeding of unusual quality and at extremely reasonable prices.

Selection of Breeding Stock

We like wide bars and wide features on Barred Rocks as these characteristics seem

Individual Pedigree Record BISHOP STRAIN BARRED ROCKS America's Leading Strain of Combination Quality

Pedigree of	SIRE	Challenger
Cockerel	Band No.	DAM
Wing Band	2795-21	R. O. P. No.
No. 1024-3	DAM	2795
R. O. P.	R. O. P. No.	Egg Record
Approval	1024	253
No. 260	Egg Record	Egg Weight
Date hatched	244	24.8
	Egg Weight	
April 5, 1934	24.7	SIRE
		Band No.
		C82208
	SIRE	DAM
	Band No.	No. 3767
		Egg Record
		187 (Inc.)
		Egg Weight
		25.0

Sold to Herbert C. Helm, Metropolis, Ill.
Date of shipment, Oct. 29, 1934.

Bred by R. Walter Bishop, Pedigree Breeder
Guilford, Conn., U. S. A.



Some of our White Rocks, showing six of the 100 Approved R. O. P. Males purchased from Ernest Rutter of New Hampshire. Notice the big legs on these males.

HELM'S WHITE PLYMOUTH ROCK CHICKS

Foundation Matings Headed by 103 Approved R. O. P. Males;
Dam's Records, 200 to 299 Eggs

MR. HARRY HORSFALL, the official State Inspector, says that we have some of the finest White Rocks he has ever seen. Many other poultry authorities have complimented us on the fine all-around quality in our White Rocks.

We select all breeding stock for standard body size, good type, nice full breasts and rich yellow legs.

When you raise White Rocks this is the type of bird you want.

Breeding

We purchased stock and eggs direct from U. R. Fishel for years to establish and improve the breeding back of our White Rock chicks.

Last season we obtained a large number of breeding males to head the Foundation

New Hampshire R. O. P. Association and
Poultry Dept., University of N. H.

Cockerel Approved Certificate
Wing Band 537 R. O. P. Band B41
Breed: White Rock
Dam's Production: 299
Sire's Dam's Production: 220 (11 mo.)
Bred by E. R. Rutter

This is to certify that the above mentioned cockerel has been inspected, his breeding checked and has been banded as an

Approved R. O. P. Cockerel
Signed: Frank D. Reed
R. O. P. Inspector
Poultry Dept. U. of N. H.

FOUR WINDS FARM

Dear Mr. Helm:

The 103 Approved White Rock males which I shipped you are from the best bloodlines we have at Four Winds Farm. If these can't give you everything you want in White Rock breeding, then we haven't got it. Please refer to the new R. O. P. summary of my Strain for additional information. The approval certificates will go forward soon.

E. R. Rutter.

matings which came direct from the same mating which produced the World's Record Official Pen which averaged 260 eggs per bird. Full sisters and half sisters to these males average to lay 218 eggs; 224 points in the egg laying contests.

This season we have obtained 103 approved R. O. P. males from Four Winds Farm of New Hampshire. This strain has the highest R. O. P. records in the United States and one pullet has recently broken the R. O. P. record by laying 341 eggs averaging 25.9 ounces per dozen.

These males head the Foundation AAA matings for this season and based on comparative R. O. P. records for egg size, egg production combined with good body size and high percentage of pullets which lay 200 eggs and over—they represent the best R. O. P. White Rock breeding in the United States.



A Flock of our Buff Plymouth Rocks; original flocks established from Mrs. George Simpson's Strain. Bred for egg production, good color, good type, and good body weight.

HELM'S BUFF PLYMOUTH ROCK CHICKS

HERE is a variety of Plymouth Rocks which is growing rapidly in popularity. The Buff Rocks make wonderful market fowl with their bright yellow legs, golden buff colored feathers and full plump breasts. For broilers, roasters and fowl, they are ideal. They lay large brown eggs.

It is surprising that no trapnest-pedigree breeder has taken up the Buff Rocks, but we have searched the country over without success.

We breed for good egg production, good egg size, high vigor, good type and color.

Two years ago we had the highest Buff Rock pen in all 5-bird contests.

Breeding Males

We select Buff Rock breeding males carefully from matings which have given us the best flock averages in egg production and

egg size. These matings were previously judged for egg production characteristics by both Mr. Horsfall and myself.

Every male used for breeding is examined for well sprung ribs, good wide backs, good depth of body and strong production head-points.

Helm's Buff Rock Chicks

We can assure you that our Buff Rock chicks offer you as good all-around quality as any you will be able to get in the country. We have devoted a lot of time and effort to building up our quality in this variety and more customers are ordering Buff Rock chicks each year.

In plumage, you will find that stock grown from our chicks is very uniform in rich golden buff with nice under color, as well.

Dr. Morley A. Jull, Senior Poultryman U. S. Department of Agriculture, writes: "Poorly bred chicks invariably mean low egg production in the pullets . . . and this is where the problem of the breeder (trapnest or R. O. P.) and hatchery co-operation enters into the program of farm flock improvement. . . It is possible for farmers to purchase from hatcheries, chicks that have been rigidly selected and mated to superior males capable of transmitting high production. . . The flocks should be selected very carefully; particularly from the standpoint of standard bred quality and ability to produce female chicks that will develop into good layers. This can be accomplished only when the hatcheryman adopts a definite program of flock improvement year by year."—Excerpts taken from Dr. Jull's article in *Breeders' World*, April, 1933.



A Rhode Island Red flock headed by approved R. O. P. males which we purchased direct from Homestead Strain. Dam's Records, 200 to 260 eggs.

HELM'S S. C. RHODE ISLAND REDS

Foundation Matings Headed by Approved R. O. P. Males;
Dam's Records, 200 to 309 Eggs

OUR original Foundation stock came from the Mahood, Harrison and Owens Farm strains.

Last season, we tested out the Homestead strain and we are very much pleased to be

most satisfactory of all popular breeds. The pullets start laying a good large egg and egg size increases rapidly during the first few weeks of lay.

If you want Red chicks of good all-around quality, we recommend that you give Helm's Egg-Line Red chicks a trial this season. We might add that we have a group of mighty good poultry flock owners in this variety who have been with us for years and who can qualify as real breeders.

HOMESTEAD FARM Single Comb Rhode Island Reds Newtown, Conn.

Dear Mr. Helm:

We are shipping the 80 Approved R. O. P. Cockerels to you today in special coops by Express. Every one of these males has been approved and legbanded by the Official State R. O. P. Inspector who examined them individually for the following points:

- 1 Health
- 2 Body Weight
- 3 Color
- 4 Freedom from Standard Disqualifications
- 5 Egg Production Breeding

You have some of our finest breeding in these males and they should produce very fine chicks for you.

Homestead Farm—By G. C. M.

able to offer you R. O. P. sired chicks of this strain this season. The Homestead strain has also one of the finest R. O. P. records in egg production, egg size and body weight of any strain in the U. S.

The Females

In egg size, Red pullets are probably the

PEDIGREE CERTIFICATE

Homestead Farm, Newtown, Conn.

Sold to Illinois Hatchery, Metropolis, Illinois, on the 10th day of Nov. 1934, Cockerel No. 445; body weight 7.7; hatched 4-10-34.

No. 445	{	Sire 69 Wt. 8.8	{	Sire 454 Wt. 8.5
				Dam 2404 Eggs 251 Wt. 26.1 Bd. Wt. 5.4
		Dam 4337 Eggs 247 Wt. 27.0 Bd. Wt. 5.5	{	Sire 240X Wt. 7.6
				Dam 1917 Eggs 272 Wt. 27.0 Bd. Wt. 5



HELM'S WHITE WYANDOTTE CHICKS

Foundation Matings Contain Approved R. O. P. Males;
Dam's Records, 200 to 260 Eggs

OUR original Foundation stock in White Wyandottes we obtained direct from John Martin's Regal-Dorcas strain. For several years, we obtained additional stock of this strain and still later from the J. C. Fishel strain.

This year, we have obtained pedigreed approved R. O. P. males direct from Mrs. E. N. Comfort, whose strain is not widely known but she has some of the finest White Wyandottes in America. Her strain is very vigorous. The males which we obtained from Mrs. Comfort have R. O. P. record dams, 200 to 260 eggs each.

Large, Well-Shaped Eggs

Years ago, we had considerable trouble with small round-shaped eggs from the

White Wyandottes and many strains have this feature today. However, by careful selection of our eggs for hatching, we have built up egg size and egg shape. Small eggs are a matter of strain—not breed. If you want to improve your Wyandottes in egg shape and egg size, try Helm's Egg-Line Wyandotte chicks.

Helm's Egg-Line

White Wyandotte Chicks

White Wyandottes are a rose comb breed but many breeders and hatcheries are bothered with a few single comb chicks in every hatch. Our White Wyandotte chicks are carefully selected and you will find that they are 100% rose comb.

DELTA MANOR DEMONSTRATION FARM

Sold to Herbert C. Helm

Breed: B. P. Rock

Pedigree of M-7093 and M-7406 — Sex: Males — Hatched: Apr. 30, 1933

SIRE No. 12096

{ SIRE No. L-1816

{ SIRE No. 891
{ DAM No. J-26231
{ First Year Production 316

{ DAM No. L-27720
{ First Year Production 308

{ SIRE No. K-1477
{ DAM No. J-26300
{ First Year Production 248

DAM No. 15-P
First Year Production 323

{ SIRE No. L-1816

{ SIRE No. 891
{ DAM No. J-26231
{ First Year Production 316

{ DAM No. L-27758
{ First Year Production 301

{ SIRE No. K-1477
{ DAM No. J-26300
{ First Year Production 248



This photo is not a good one but it will give you an idea of the type of Bosley Official Record Strain of Buff Orpingtons. We have this strain 100% pure.

HELM'S BUFF ORPINGTON CHICKS

100% Pure Bosley Official Record Strain

FOR the past few years, we have gradually concentrated all of our Buff Orpington improvement stock in the Carl Bosley Official Record strain. All previous bloodlines have been eliminated because of the outstanding quality of the Bosley strain.

Mr. Bosley is a trapnest breeder who has bred for non-broodiness, good size and good buff color, as well as high egg production and egg size.

For three years his winning pens at the Illinois Egg Laying Contests have averaged to lay from 228 to 258 eggs per bird. The egg weight averaged considerably above 24 ounces per dozen for the entire pullet year lay.

Selection of Breeding Birds

In selecting Buff Orpingtons for breeding purposes we pay particular attention to nice plump breasts and a straight keel bone. In addition, we select stock of good sturdy bone with good Orpington type and rich golden buff plumage color.

One of the advantages of Buff Orpingtons is their quick growth. They usually reach broiler weight of two pounds a little quicker than any other breed.

Helm's Egg-Line Buff Orpington Chicks

Our Egg-Line Buff Orpington Chicks offer you exceptional quality in this breed. They are very vigorous and come from direct bloodlines of stock which has proven its exceptional laying ability. We have several hundred customers who buy our Buff chicks every year, and a number of broiler raisers who order two to four lots of Buffs from us each season.

**For 8 Years S. H. Keith of Kentucky Has
Ordered Buff Orpingtons in
Lots of 5,000**

"Never have I seen better Buff Orpingtons than yours," says Mr. Keith. "They live, grow faster and more uniformly than any I have ever raised. I retain all pullets for layers and have never found any breed that suited my purpose so well."

Our Buff Leghorns Are the Large Type



A flock of Buff Leghorns headed by males hatched from big eggs obtained direct from the Ward Official Record Strain.

Helm's Buff Leghorn Chicks Ward Official Record Strain

FOR two years, we have purchased eggs for hatching direct from Ward's Poultry Farm for improvement stock and new blood lines. This strain has made good records at the Oklahoma Contest and is probably

the best in the U. S. Last year his pen broke the world's record for this breed.

We have one breeder-flock owner who has been raising Buff Leghorns for 21 years. He has developed an extremely vigorous strain of large type birds and good egg size.

Mr. Edwin Haig, Asst. Chief Poultryman, who examined our Buff Leghorns, said they were the largest sized Buffs and had the best egg size of any Leghorns he knew of.



Helm's Golden Buff Minorcas

THE Schmidt strain was used for a foundation of the matings in this breed. We have for years improved this breed with the best stock we could find.

Buff Minorcas are liked by many on account of their beautiful color. This is also a very active and vigorous breed. The Buff Minorca belongs to the white egg class and is a little larger bird than the White Leghorn.

Our Buff Minorcas Better Than 40c Chicks

"You shipped me better Buff Minorcas for 12 cents than I received from a breeder the previous year for 40 cents. Your birds are laying better, have better size and color. I am well pleased with them."

H. E. McPherson,
Jacksonville, Fla.

Helm's Mottled Anconas Sheppard Strain

OUR Anconas are the pure H. C. Sheppard strain. We hold a signed permit from Mr. Sheppard to advertise and sell pure Sheppard Strain Anconas.

We have for years bought improvement stock direct from Mr. Sheppard. For years we have culled rigidly for trueness to breed. Any bird possessing too much black has been removed from the matings. You can expect well marked true mottled Ancona birds when you buy from us.

We have also selected for good body size, good egg size, health and vigor. You can expect exceptionally good egg production from our Anconas.

Helm's White Minorca Chicks

IF you desire extra large white eggs, you will like our White Minorcas. Our White Minorca eggs average 28 ounces to the dozen, with a great many eggs weighing 30 ounces and over.

You can also expect good egg production from our White Minorcas. In 1929 we had the highest pen of White Minorcas for all egg laying contests in the U. S. ending their year on Oct. 31st of that year.

The White Minorcas supplying our hatching eggs are large in size, being up to standard weight and over, which is $6\frac{1}{2}$ pounds for the hen and $5\frac{1}{2}$ for the pullet. While the White Minorca is as heavy as some of the meat breeds, it is classed as an egg fowl.

We have improved our White Minorcas with new blood, but were unable to add R. O. P. males since there were no R. O. P. breeders of this variety in the U. S. as far as we have been able to ascertain.



One of Our White Minorca Males

One of our Official Record White Minorca Pens which made the highest egg record of any White Minorca Pen in the U. S. for that year.





HELM'S BROWN LEGHORN CHICKS

NO more vigorous chicks will be found than our big Brown Leghorns. It was with our Brown Leghorns that Mr. F. R. Cozzens won first prize in the National Chick Raising Contest conducted by Poultry Tribune in 1932. Over 65,000 broods competed in this contest.

In 1929 we had the high pen of Brown Leghorns for all five-bird contests in the U. S.

You will find our Brown Leghorns larger than the average. They also lay a good sized egg.

The following letter sent by the Superintendent of the Illinois Contest in response to an inquiry on Brown Leghorns will give you an idea of what a disinterested expert thinks of our Brown Leghorns.

Quincy, Ill., Dec. 24, 1934.

Heidecken & Sons Hatchery,
Snyder, Texas.
Gentlemen:

Replying to your postal card just received regarding a breeder of Single Comb Brown Leghorns.

We have a pen here from the Illinois Hatchery, located at Metropolis, Ill. These are the largest and hardiest pen of S. C. Brown Leghorns I have ever seen. I am not in position to say whether this firm would sell you breeding stock just at this time or not; however, I would advise that you write them.

You can rest assured that any order that you might place with this firm will be filled to your satisfaction.

Yours very truly,
John J. Koyer, Supt.
Illinois Egg Laying Contest,
Quincy, Ill.



A Pen of White Giants

Wisconsin, Jan. 8, 1935.

Dear Mr. Helm:

It may interest you to know that my chicks of last year started laying at 4 months. During these cold winter months they are laying from 75 to 80 eggs every day. I consider that pretty good for 109 hens. Kindly enter our name in the Tribune Chick Raising Contest.

Sincerely,
Rev. W. C. Schaefer.



Egg Laying Contest Pens ready for shipment to the Quincy, Illinois Contest. For years our Pens have made outstanding records in competition with many leading strains in the United States.

THREE GRADES OF MATINGS

WE have three grades of chicks at Illinois Hatchery, all of which are priced just as low as we can possibly price them. Prices are accurately figured according to the cost of breeding improvement in each grade. All grades of all matings are officially Pullorum tested for B. W. D. and Illinois State approved.

AAA Foundation Matings

Our Foundation AAA chicks come from the matings which are established from the best R. O. P. strains, trapnested pedigreed strains, official record bloodlines, or stock bred by reliable breeders who are a part of our organization.

Both the males and females of these Foundation matings carry the best breeding it is possible for us to obtain in America.

AA Superior Quality Matings

The males in the AA Matings in many cases are direct from the same breeders from whom we obtain improvement stock for the Foundation Matings. Part of the AA males are from the Foundation Matings and in nearly all cases are sired by males with known egg record breeding. It is almost impossible to write a general description which will fit all AA Matings in all breeds but the above will serve to illustrate the principle by which we spread the best bloodlines through

the AA Matings.

The females in the AA Matings are hatched from the Foundation Matings in nearly all cases, although we often introduce chicks hatched from eggs obtained direct from the best breeders.

Our AA chicks are our most popular grade, as in all of the popular breeds they are sired from males direct from our R. O. P. bloodlines.

A Quality Chicks

In this grade, we have put the very best quality possible and our principal thought is to supply chicks of good quality at the lowest price. These chicks are our lowest priced chicks.

Both the males and females in the grade are raised from AAA and AA chicks. We introduce new stock each season from these matings and the breeding quality has been improved steadily for years.

If you want good, vigorous chicks, from vigorous, carefully selected parent stock at the lowest possible price for this quality, we can recommend our A Chicks.

When you are planning to raise pullets for layers, we recommend our AA or AAA Chicks because of the known quality of egg breeding which is introduced directly in these matings.

Dear Mr. Helm:

We received your Contest Pens with all birds in good condition, as usual. One thing I like about your stock is that it is very vigorous and healthy.

John Koyer,
Supt. of Illinois
Egg Laying Contest

Expert Incubation
Sanitary Hatching
Careful Selection
of Chicks

Incubation

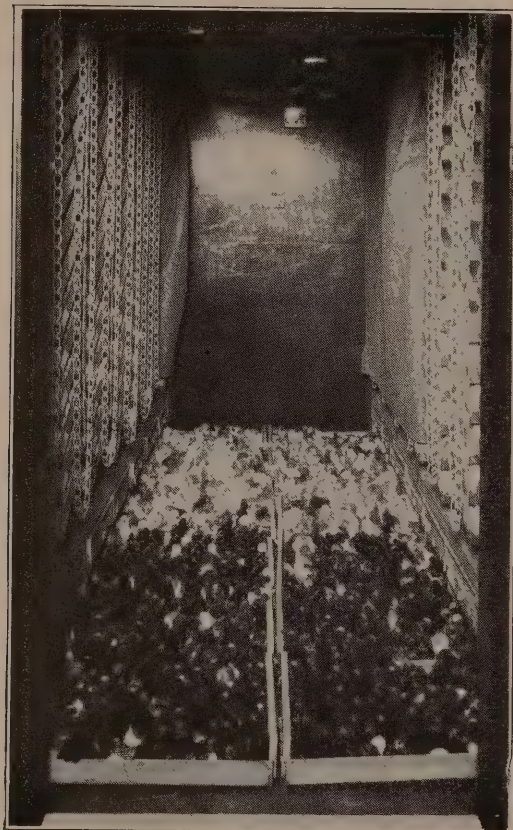
Our eggs for hatching are incubated in Smith incubators which are kept up-to-date every year by special servicemen from the factory. All the new improvements for the control of temperature and moisture are on our machines.

Temperature, moisture and forced ventilation are controlled automatically. These mechanical conveniences enable us to maintain just the right conditions continuously and to produce large, strong chicks.

THE UNIVERSITY OF CHICAGO
Department of Zoology

The chicks we received from you over a month ago have done unusually well. We haven't lost a single one so far and this in spite of the fact that most of them have been subjected to experimental procedures. Indeed a good record for February.

Sincerely yours, L. V. Domm.



We have had years of experience in operating incubators and have added constant study to this experience. We have made ourselves specialists in incubation from both the scientific and practical standpoint.

Our incubators are checked each hour of every day and night during the entire hatching season. Our night man has been with us for eight years and has become an expert practical incubator operator.

Sanitation

Our Incubator Building was designed and constructed to make sanitation safeguards efficient and convenient. The inside walls of the building are built of smooth tile blocks and the floor is concrete, making the washing and disinfecting of them an easy task. A disinfecting compound is used on the floor and formaldehyde used to disinfect the entire building regularly.

The interior of the incubator is cleaned with vacuum cleaners and floors are scrubbed. The gas method of disinfection is used, which is a steam vapor made from formaldehyde and potassium permanganate. This gas penetrates every corner and crevice, destroying any germs which may be present.

All incubator trays are cleaned with an electrically driven wire brush which cleans them thoroughly. They are then submerged in a disinfectant solution and dried in direct sunlight.

Our Incubators are modern and up-to-date in every respect and we keep them in this condition at all times with frequent inspections by experts from the factory. View at left shows a hatch just coming off.

Hens Lay 35% While Molting

Andover, N. Y., Nov. 25.

Dear Mr. Helm:

You may be pleased to learn that of the 1400 chicks I purchased of you I now have 700 fine pullets. They have been laying for some time and today reached 433 eggs. My 1200 yearling hens are also of your stock. They have made quite a name for themselves in this vicinity.

They started laying a year ago last September and have been laying constantly ever since. They molted in October but even then they never fell below 35%. The majority of them look like pullets and seem good for another year.

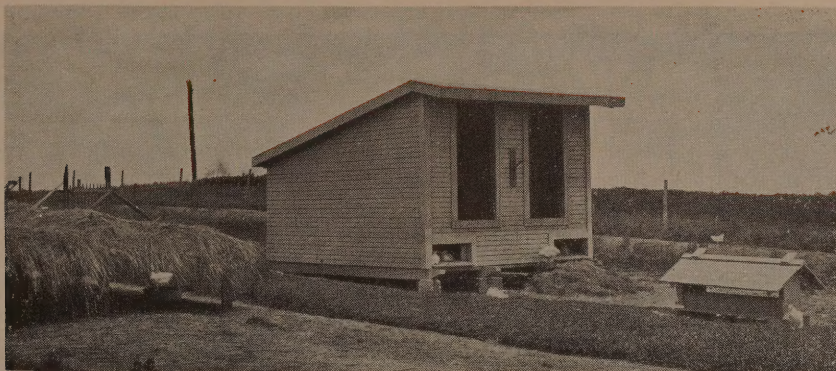
Yours truly,
Carroll Cartwright.

Hillside, N. J., May, 1934.

Dear Mr. Helm:

The 575 Minorca chicks arrived this P. M. They made fast time and were in good condition — one dead. My baby chicks season is over for this year. But if I need chicks next year I will surely send you my orders. Thanking you again,

Yours truly,
Edw. Jinks.



This photo shows the Illinois type of brooder house. Note the shade shelter at the left of the photo. Also the Illinois type of outdoor hopper at the right. You can get the bulletins free which give plans for building this house and hopper. See information at bottom of this page.

As Soon as You Order Your Chicks—Prepare Your Brooder House for Them

WE earnestly recommend that every poultry raiser prepare his brooder house for the chicks at least a week or ten days before the chicks are to arrive.

The cleaning of the brooder house should be done thoroughly. It is best to soak the dirt on the floor with plenty of water to make cleaning and scrubbing easy.

One pound of lye in three gallons of hot water is an effective germicide if applied liberally. Great care must be taken, however, not to get this solution on the skin or clothes as it eats rapidly.

The lye solution should be used liberally over the entire floor and part way up the walls. Do not attempt to use it on the ceiling because of the danger of getting it in the eyes.

After cleaning the house should be moved to a new location where the soil is free from contamination.

If the house cannot be moved, it is best to remove the top layer of soil to the depth of 8 inches and fill in with clean soil. Gravel or cinders is better. Two or three times during the brooding season add three inches of cinders or gravel as a top dressing. The chicks should be confined to a small yard about the same size as the brooder house.

All hoppers and equipment should be thoroughly cleaned and disinfected.

Dry out the house by operating the brooder stove for 24 hours at least. Adjust the thermostat on the stove to hold a 95 degree temperature. Allow 1 inch of hopper space for each chick. Make wire covered frames to set under the water fountains to keep the litter dry.

Twenty-four hours before the chicks are expected, start the brooder stove and have the house at the correct temperature for the chicks. When the chicks arrive take them into the warm house before opening the boxes. Then count the chicks as you place them under the hover.

Free Bulletins Which Will Help You

Circular 352—"Rearing Chicks in Confinement"

Circular 333—"Poultry Farm Equipment"

Circular 329—"Raising Chicks at a Profit"

Circular 291—"A Colony House That Starts Chicks Right"



The above bulletins may be obtained free upon request by addressing:

The College of Agriculture,
University of Illinois,
Urbana, Illinois.



View of our office on the second floor of our Incubator Building. I will answer your correspondence promptly and give you personal service in selecting your chicks and shipping them.

We Cordially Invite You to Visit Us at Any Time

Poultry Information

We have had nearly a quarter of a century of experience in every phase of the poultry business and whenever we can be of any help to you do not hesitate to write or call on us.

Order as Far in Advance as Possible

It helps you and it helps us if you send us your order well in advance. We must plan our settings three weeks in advance and we can always give you better service if your order is booked before we set the eggs to hatch your chicks.

Be sure to write your name and address plainly. Each season we receive several requests for our catalog, and sometimes orders, with no means of identification. This sometimes causes a serious delay.

How to Order

Use our order blank if you have one. We have had these printed so that when they are filled in properly we have all the information necessary to

give you good service. If you haven't an order blank, just write us stating when you want your chicks shipped, the breed and number of chicks you want, and write your name and address plainly.

We confirm each order and answer each letter within 24 hours after it is received.

A small deposit of \$1.00 will book your order and we will make shipment C. O. D. if you desire. You can save the C. O. D. fee by paying the balance in full before the chicks are shipped.

Method of Shipment

We ship by express or parcel post, prepaid. It is best to arrange with your express agent or postoffice to telephone you as soon as the chicks arrive. In this way, you get them with the least possible delay.

Adjustments

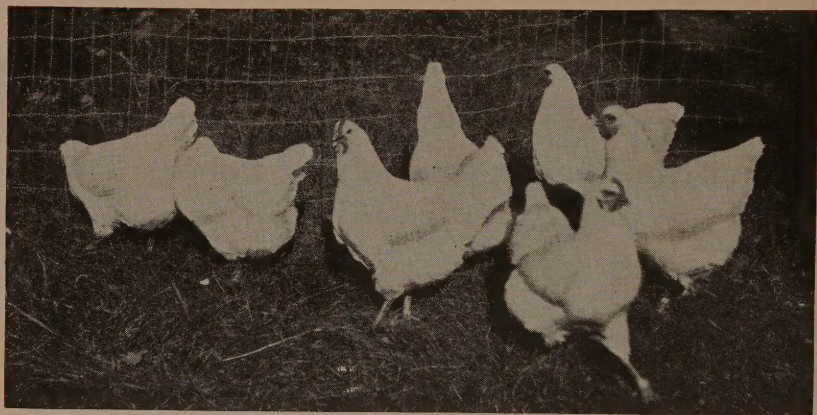
In case any chicks are missing or dead upon arrival, please report it to us at once. Read our liberal guarantee on page 31.

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HELM'S GUARANTEE

HERBERT C. HELM, Owner
ILLINOIS HATCHERY



A group of White Rock Pullets raised from our Foundation Mating White Rock Chicks. See White Rock Foundation Matings containing Approved R. O. P. Males, 225 to 299 Eggs.

Why Not Enter Your Name in Both Chick Growing Contests, Now?

Total Prizes Offered, \$2000.00

EVERY season, many of our customers win some of the cash prizes offered by Poultry Tribune and American Poultry Journal. It doesn't cost them one cent to enter this contest because we enter the names of all customers free of charge to them.

They give their chicks good care and keep careful records on the results. Then they write a letter describing exactly how they cared for their chicks. That is all.

Of those who have won prizes, none have been trained writers. The prize winning letters are not selected on the basis of literary value, but on the basis

of good practical poultry management accurately described.

You have nothing to lose by trying and you may win one of the many cash prizes.

We recommend that every customer enter both of these contests. We will supply chicks of good quality. Then it is up to our customers to give them good care.

We want you to win. What could you do with an extra \$100.00 in prize money? Or even \$50.00 or \$5.00? Wouldn't it be a fine season if in addition to good success with your chicks, you were to receive a cash prize in addition?

I will be glad to enter your name free in both contests and if you win, I will buy your winning letter for the same amount as the prize you win!

H. C. HELM.

ILLINOIS HATCHERY

Metropolis Illinois